

## The Power of Assessment Webinar Series

Module #12

### Effective Leadership in Assessment (Pt. 2)

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In partnership with the IDAHO STATE DEPARTMENT OF EDUCATION



#### IN THE END, YOU WILL...

- ...be able to identify the *other 3* (of 6) **effective leadership strategies** that make the successful implementation of any ideas
- ...be able to manage the inevitable **roadblocks & challenges** through purposeful thoughts and actions.

## (4) It's ALL about the TEAM

### (1) THE LAW OF THE FEW

*People through social connections, energy, enthusiasm, & personality spread the word.*

- Organize a **TEAM**
- **REPRESENTATIVE** Group (Levels/Experience/Subjects)
  - What kind of influence do the individuals have?
- One person can initiate, but one person is **NOT SUSTAINABLE**.
- Multiple "**LOCAL**" examples as well as mutual support!

## (2) THE STICKINESS FACTOR

*There are specific ways of making an important message contagious and memorable.*

- Not only about **WHAT**, but also about **HOW**.
- Work on your “**ELEVATOR ANSWERS**”
- Sticky **MESSAGES**... are memorable
- Sticky **EXAMPLES**... make the journey a little easier
- Small changes that make a **BIG** difference

*“What's the least we can do to bring about the greatest effect?”*

## (3) THE POWER OF CONTEXT

*People are more sensitive to their contexts than they might seem.*

- **REVIEW** your current status
  - What are we already doing? What needs to be done?
- Describe & **PRIORITIZE** challenges...
  - Where do we start? Why are we starting there?
- Select **EVIDENCE-BASED** practices
  - Practices that have shown wide-spread, universal success

## (5) Plan with a Short Pencil

### A Short Pencil

- ◆ **SHORT** in order to avoid being long-winded.
- ◆ **PENCIL** in order to easily revise and adapt.
- ◆ Typically, the size of a plan is inversely proportional to the implementation accuracy.
- ◆ Have a long-term vision, but think in terms of short-term achievements.
- ◆ Replacement routines!

## (6) Results Matter Most

### What's Next?

- Keep learning, trying, refining & growing.
- Build your own sets of examples.
- Build your own expertise through research.
- Create the conditions to allow maximum motivation and involvement in your collective efforts!

### Questions/Connections...



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